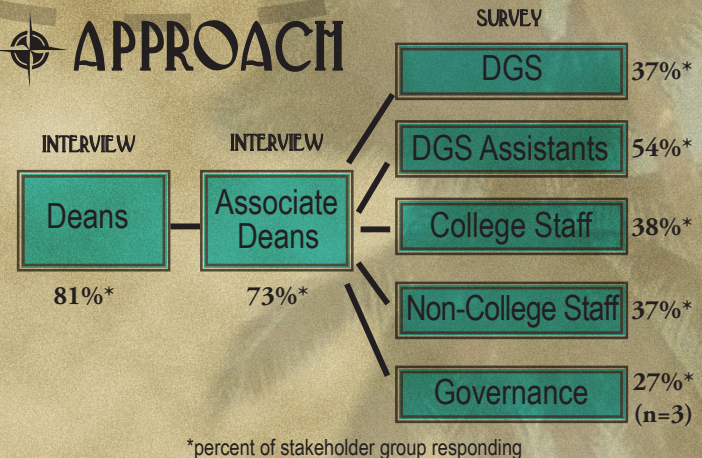


ASSESSING THE STATE OF GRADUATE SCHOOL TRANSITION COMMUNICATIONS

PURPOSE

Identify key stakeholders and conduct a stakeholder analysis for the Graduate School Transition Communication Team to inform their communication practices.

APPROACH



RESULTS

Communication Needs

- Regular Status Reports
- Clarity
- Transparency

Information Needs

- Policies
- Operational Decisions
- Budget & Financial Models
- Timelines
- Metrics
- Best Practices

University-Wide Applications

- Provide regular status reports even if there is no new information
- Tailor information to individual stakeholder group needs
- Use a variety of communication methods
- Ensure all affected stakeholders receive information
- Be explicit about who is receiving each communication
- Highlight action steps in communications

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COMMUNICATING WITHOUT A STAKEHOLDER ANALYSIS
IS LIKE NAVIGATING WITHOUT A MAP